

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)	
	:	Examiner: Rodney M. Henry
THOMAS FRANCIS OLSON ET AL.)	
	:	TC/Art Unit: 3622
Application No.: 10/743,413)	
	:	Confirmation No.: 7928
Filed: December 23, 2003)	
	:	
For: SYSTEM AND METHOD FOR)	
BUYING AND SELLING SPOTS	:	
FOR ADVERTISEMENTS IN)	
MASS-MARKET MEDIA	:	July 12, 2010 (Monday)

Mail Stop: Amendment
 Commissioner for Patents
 P.O. Box 1450
 Alexandria, VA 22313-1450

CERTIFICATE OF TRANSMISSION

**I hereby certify that this correspondence is being electronically transmitted to the U.S. Patent and Trademark Office via EFS-WEB on July 12, 2010.
/Lock See Yu-Jahnes/ (Registration No. 38,667)
Lock See Yu-Jahnes**

SUPPLEMENTAL RESPONSE TO OFFICE ACTION

Sir:

A Request for Continued Examination (RCE) Transmittal was filed on April 12, 2010, also requesting a three-month suspension of action that ends today. In response to the Office Action dated June 11, 2009, and supplemental to the Request For Reconsideration filed on November 11, 2009, the Examiner is respectfully requested to:

- consider the claims presented in the listing starting on page 2; and
- consider the remarks presented starting on page 15.